



HOLLISTER POLICE DEPARTMENT

PRESS RELEASE

Hollister Police Department to Begin Using Community-wide Messaging System

HOLLISTER, CALIFORNIA - *December 9, 2009* - The Hollister Police Department has begun using an electronic messaging system that allows direct communication with interested persons who sign up to receive messages via e-mail, SMS, or text to their mobile device. The service is provided by NIXLE.

Messages that will be sent, from time to time, may include:

- Traffic – information related to traffic problems or diversions and parking.
- Community Information – information about meetings that relate to public safety
- Advisories – Crime Alerts and Press/Informational Releases (from events in which we are seeking information from the public or a neighborhood that may be impacted by a response or have a recognizable interest in immediate information about an event)
- Alerts - Critical Incident Information – information on major events, emergencies, or things such as Amber Alerts, missing persons, etc.

NIXLE is configured to broadcast to all persons subscribed to the Hollister Police Department NIXLE messaging system or anyone following Hollister Police Department on Twitter.

Broadcasts can be configured to occur to all persons subscribed or within a geographic area around a particular address. Residents, businesses or others interested in following Department NIXLE broadcasts can register securely at **no charge** by visiting <http://local.nixle.com/hollister-police-department> or by searching for local NIXLE broadcasts by visiting www.nixle.com. In the event that members of the public would prefer to follow these broadcasts via Twitter, NIXLE postings are automatically cross posted to Twitter at the following Tweet: <http://twitter.com/hollisterpolice>.

Information about the NIXLE service can be found at www.nixle.com. The site provides tutorial information about its operation. The Department plans to test the use of this system for an initial period of 90 days.

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